

# Alissa Crawford

CPA

PRINCIPAL

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With over a decade of experience in public accounting, Alissa serves as an advisor to her clients delivering assurance and advisory services, with a specialization in privately held and private equity-owned businesses, as well as nonprofit organizations and employee benefit plans.

Alissa is relied on by clients to ensure they meet complex accounting and auditing standards, while providing financial visibility into the organization. Her professional background also allows her to offer valued insights beyond audit engagements, guiding clients through financial complexities in business acquisitions, net working capital disputes, corporate turnarounds and forensic cases. In these instances, clients rely on her to provide accurate purchase price allocations, net working capital analysis, normalized earnings calculations and projections, and thirteen-week cash flows to make well-informed decisions and design procedures to detect fraudulent or suspicious activity.

She is thoroughly trained in the intricacies of employee benefit plan accounting and auditing. Having performed over 100+ audits in her tenure at the firm, she plays a pivotal role in conducting and supervising annual audits for 401(k), defined benefit and pension plans for the firm's clients.

Alissa also has a passion for nonprofits. She forms collaborative partnerships to guide them through unique audit requirements, tax-exemption issues, administrative complexities and regulatory burdens. Serving as the finance committee chair of a local nonprofit, she is able to bring a unique perspective to clients as she understands both the internal and external accounting needs of organizations.

Alissa's technical expertise empowers her to help clients traverse day-to-day business complexities and confidently attain their financial goals.



I truly enjoy connecting with my clients on both a professional and personal level, and being their reliable partner as they navigate through all phases of their business.

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## Education

Michigan State University

- M.S., Accounting
- B.A., Accounting

## Certifications

Certified Public Accountant (CPA)

## Affiliations

American Institute of CPAs

Fleece & Thank You, Board Member  
– VP of Finance

Michigan Association of CPAs

## Industry Specializations

Aerospace & Defense

Construction & Real Estate

Consumer Goods

Dealerships

Manufacturing

Nonprofit

Private Equity

Restaurant & Franchise